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MAY 12, 1986

FORTUNE

WHY FOREIGN INVESTORS STILL LOVE THE U.S.

CORPORATE GLAMOUR

How you get it, how you lose it, how you get it back

Chairman Jerry Sanders of Wall Street favorite Advanced Micro Devices

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FORTUNE

For the cover, Bonnie Schiffman photographed a chief executive who has kept his company glamorous for years. See page 18.

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That ineffable sparkle is worth money to a company. But danger lurks in going after it. *by Anne B. Fisher*

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The management failure that preceded *Challenger*'s demise can strike any big organization. *by Michael Brody*

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Men account for a third of U.S. models, double the share 20 years ago. They are well paid. *(A picture portfolio)*

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brought into the U.S. duty free. That is true, but what may be more useful for travelers to know is that unset—that is, unmounted—precious gems are also not included in the limit. For travelers in the Far East, it is worth noting that unstrung or temporarily strung natural pearls are exempt.

CAROLYN LUCAS
Greeley, Colorado

How Much Is a Life Worth?

The response of Mandell S. Winter Jr. of the New England Mutual Life Insurance Co. with regard to the proper valuation of a human life (Letters, March 31) is ridiculous. He says this can be determined by the value people place on themselves, as reflected in the amount their lives are insured for. In 1983, he notes, the average amount of life insurance per family was only $54,200. Therefore he must conclude that people who do not carry any life insurance believe their lives are worthless. Need more be said?

STEWART M. LEE
Department of Economics and Business Administration, Geneva College
Beaver Falls, Pennsylvania

Incensed (cont'd)

I would like to echo the complaint by Mark I. Wolk (Letters, April 14) about the scented advertisement for Deneuve perfume. The first thing I do when my magazines arrive is tear out any scented advertisements. Unfortunately, it takes some time for the smell to dissipate. Admittedly, FORTUNE has not been as guilty as other publications, but I expect better of FORTUNE.

KATHLEEN M. BEAUCHAMP
San Francisco

The March 17 edition with its scented perfume advertisement was most welcome and just plain nice. To reader Wolk, who threatened cancellation, I say, "Big deal."

K. P. DEERING
Pasadena

Doctrinal Distinction

In Portfolio Talk (Personal Investing, March 17), Leon Cooperman of Goldman Sachs argues that bear markets aren't fatherless children and mentions the Immaculate Conception. Mr. Cooperman certainly isn't the first to confuse that doctrine, which states that the Blessed Virgin Mary was free of original sin from the moment she was conceived, with the Virgin Birth. But until he learns the difference I suggest he go long on stocks and short Mariology.

JAMES W. MAHER
East Northport, New York

Corrections

FORTUNE's *Directory of the 500 Largest U.S. Industrial Corporations (April 28) misstated Grumman's net income. The correct figure is $81,535,000, and the company's correct rank in that category is No. 170. Grumman's profits declined 24.8%, so the company did not have the steepest decrease in profits. Intel did, at 99.2%.*

In the rankings by stockholders' equity, McDonnell Douglas should have been No. 49 (at $2,634,600,000) and Weirton Steel No. 460 (at $101,312,000).

In "The New Assault on Heart Attacks" (March 31), the desirable ratio of total cholesterol to high-density lipoproteins (HDLs) should have been stated as no higher than 4.5 to 1.

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